

Unit Title:	Demonstrate understanding of customer service
OCR unit number	F3
Level:	3
Credit value:	6
Guided learning hours:	40

Unit purpose and aim

This unit requires the learner to understand all the rules that apply to customer service delivered by their organisation and how they apply to the learner and their job.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Follow their organisation's accepted customer service language</p>	<p>The Learner can:</p> <p>1.1 communicate to customers their organisation's service offer, how it balances organisational and customer needs and how it meets customer expectations</p> <p>1.2 compare the service offers of commercial, public sector and third sector organisations and how they each meet customer expectations</p> <p>1.3 discuss with colleagues steps that team members can take to deal with different customers and different customer service situations</p>	<p>Candidates should have an understanding of:</p> <p>Typical customers of their organisation eg:</p> <ul style="list-style-type: none"> • internal and external • ages • gender • location • cultural differences • specialist groups. <p>The expectations of their customers eg:</p> <ul style="list-style-type: none"> • prompt and polite service • availability of products and services • safe and hygienic products, services and environment • accurate and up-to-date information • appearance meets organisational profile/image.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		<p>The procedures used by their organisation to deliver effective customer service and continuously meet the expectations of customers in different customer service situations.</p> <p>The services offered by their organisation, key features and benefits of these, and how services may compare between commercial, public sector and third sector organisations.</p>
<p>2 Apply customer service principles in their customer service role</p>	<p>2.1 follow the key policies and procedures in their organisation for the delivery of services or products</p> <p>2.2 demonstrate how their organisation's service approach and service offer fit within their own industry and differ from those of other industries</p> <p>2.3 discuss with colleagues how their organisation's ethical and value base fits with organisational needs and customer expectations</p>	<p>Candidates should have an understanding of:</p> <p>The policies, procedures and practices of their organisation relating to the delivery of services or products to customers, and those of other organisations in their industry.</p> <p>How their organisation's policies, procedures and practices compare to those of organisations in other industries.</p> <p>The ethics and values of their organisation.</p> <p>The procedures used by their organisation to deliver effective customer service and continuously meet the expectations of customers in different customer service situations.</p>
<p>3 Understand principles of customer service</p>	<p>3.1 describe how their organisation's service offer meets customer expectations</p> <p>3.2 explain how their organisation's service offer is affected by financial and</p>	<p>Candidates should have an understanding of:</p> <p>Their organisation's service offer and be able to explain:</p> <ul style="list-style-type: none"> • how it meets customer expectations

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>other resource limitations</p> <p>3.3 identify the impact that their organisation's service offer may have on different people in the service chain</p> <p>3.4 explain how customers form their expectations of the services or products</p> <p>3.5 explain the importance of effective teamwork for the delivery of excellent customer service</p> <p>3.6 describe how customer service can contribute to best value in a public sector or third sector organisation</p> <p>3.7 explain how customer service can provide a competitive advantage for a commercial organisation</p> <p>3.8 describe why their organisation must limit the customer service it gives to balance customer satisfaction with organisational goals</p> <p>3.9 explain how to deal with different customer behaviours and personalities to achieve customer satisfaction</p> <p>3.10 explain the importance of effective communication in the delivery of excellent customer service</p> <p>3.11 describe how they ensure their communication with diverse groups of customers is effective and efficient</p> <p>3.12 describe the importance of continuous improvement within customer service</p> <p>3.13 explain the key policies and procedures in their organisation for the delivery of services or products and why it is important to follow them</p> <p>3.14 explain how their</p>	<ul style="list-style-type: none"> • how it is affected by financial and resource limitations • it's impact on different people in a service chain. <p>Typical customers of their organisation eg:</p> <ul style="list-style-type: none"> • internal and external • ages • gender • location • cultural differences • specialist groups <p>and how to deal with individual customers in different ways to achieve customer satisfaction.</p> <p>The expectations of their customers eg:</p> <ul style="list-style-type: none"> • prompt and polite service • availability of products and services • safe and hygienic products, services and environment • accurate and up-to-date information • appearance meets organisational profile/image <p>and how they are formed eg:</p> <ul style="list-style-type: none"> • previous experience of the organisation • experience of other similar organisations • organisation's marketing and publicity • specific, individual needs. <p>The importance of effective communication in delivering excellent customer service and continuously meeting the expectations of customers in different situations, including:</p> <ul style="list-style-type: none"> • positive attitude • appropriate verbal and

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>industry's approach to customer service differs from the approach of another industry</p> <p>3.15 outline the service offer of competitors of their organisation or any organisations offering similar services or products</p> <p>3.16 describe the features and benefits of their organisation's services or products that influence customer service delivery and customer satisfaction</p> <p>3.17 explain how their organisation balances its needs with customer expectations and needs</p> <p>3.18 justify the ethical and value base of their organisation's approach to customer service</p> <p>3.19 explain how their behaviour when improving customer service delivery affects the success of any changes to customer expectations and needs</p>	<p>written communication</p> <ul style="list-style-type: none"> • appropriate body language • appropriate behaviour • knowledge of products and services <p>and how these affect the customer relationship.</p> <p>The importance of teamwork in delivering high quality consistent customer service, including:</p> <ul style="list-style-type: none"> • team aims and objectives • identification of team members roles and responsibilities • strengths and weaknesses of team members • interaction between team members, support mechanisms and development procedures. <p>Candidates must be able to explain:</p> <ul style="list-style-type: none"> • how customer service contributes to best value and how it can provide a competitive advantage • how customer service is balanced between customer satisfaction and organisation goals • the importance of continuous improvement • the key customer service delivery policies and procedures of their organisation • legislation relating to customer service delivery eg, Data Protection, Disability Discrimination, Consumer Protection.

Assessment

Specified in the Customer Service Assessment Strategy 2010.

Evidence requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any evidence within this Unit.
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. The 'organisation' from which you draw your evidence must be the organisation you work for. The 'organisation' may be the whole of the organisation or the business unit, division or department with which you are involved.
5. Your communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method you would be expected to use within your job role.

Guidance on assessment and evidence requirements

Please refer to the OCR Customer Service Centre Handbook available from the OCR website: www.ocr.org.uk

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk